# Membership Growth Planning Tool

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| **Set Your Goal** |
| *What are you trying to accomplish?* |
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| **Define Your Measure of Success** |
| *How will you know that you have met your goal?* |
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| **Define Your Approach** |
| *Membership drive or year-round intake?* |
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| **Identify Your Target Audience** |
| *Who are you trying to attract? The more specific you are, the more focused your marketing can be.* |
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| **Identify Your Point of Difference** |
| *Why would your target audience want to join? What benefit will they get?* |
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| **Define Your Marketing Strategy** |
| *Where does your target audience spend time? Which social media channels do they use?* |
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| **Define Your Budget** |
| *How much money have you set aside for marketing and program expenses?* |
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**Action Plan**

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| What | By Whom | By When |
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